



## HEALTH TIPS

Beets contain betaine, the same substance that is used in certain treatments of depression



Having warm lemon juice early in the morning helps flush out toxins. It aids digestion and encourages the production of bile

## ASK THE SEXPERT

DR MAHINDER WATSA



**1 I'm a 32-year-old married man with two children. I use KS long condoms, which increase the time to ejaculate. Without the condom, however, it lasts only for a minute. Is there a permanent solution to the problem?**

It depends on your perseverance. Please visit Wikipedia to figure how you can improve, or see a sexologist.

**2 I am a 38-year-old married man. I enjoy a normal sex life with my wife, though we stay in different cities due to work. When we meet (which is twice a month), we have sex. Though I enjoy foreplay, I ejaculate early. I masturbate a lot when I am alone. Could this be the cause?**

It's not the cause. You have just learnt to wrap it up quickly. You can reverse it by doing the stop-and-start exercise. A sexologist can help.

**3 I am a 26-year-old man. I have been masturbating every day since 17. I don't think there is any semen in the fluid that I ejaculate. I don't have a partner as yet but the thought is worrying and depressing.**

Sperm generation in the testes is said to be at the rate of seventeen thousand per minute. Stop worrying. They are present in your fluid.

**4 I am a teen. I have watched much porn. When I touch my fore-skin, it burns a lot. Won't it burn when I have sex?**

First it will not if you stop watching porn. Visit a doctor to find the reason.

**5 I'm 25 years old and plan to get married next month. I have observed that my periods are being postponed every month. People are saying that I won't be able to conceive. Is this true?**

No. But visit a gynaecologist for a check up.

**SEND YOUR QUERIES TO:** Ask the Sexpert, Mumbai Mirror, Times Of India Building, Dr D N Road, Mumbai 400001 or email at drwatsa@timesgroup.com. Contact Dr Watsa, send an email to mc-watsa@hotmail.com

### 1 Ignore trends

The minute you hear something is a trend, with a couple of firms already staking claims there, it's already too late for you. Look somewhere else, where you are the first.

### 2 Be digital-driven

Over 250 million Indians are on the net (as opposed to just 110 million TV sets). And digital is still growing. You can't afford to get on TV, and that's fine, because if used well, digital can be much bigger. In reach and impact.

### 3 Education doesn't matter

In some ways, education is the opposite of entrepreneurship. Bill Gates, Steve Jobs, Richard Branson — none of them are grads. Start at 17 if you like. By 23, you'd have learnt a lot more, and probably become an employer to other 23 year olds who went to college.

### 4 Do you need funding?

Who funded Ambani? It was small money from friends and family, followed by revenues from customers. Don't wait for funding.

### 5 Giant sectors are bunkum

The future needs to be created. Follow your gut. After all, if some consultant really believed the numbers he put out, why would he still be in that boring job and not in billion dollar sector he predicts?

### 6 Can you be hot topic?

Successful business people know how to be the hot topic of discussion, and grow using word of mouth. If not, go back to the drawing board and redesign your offering so it makes you a hot topic.

### 7 Offer insane consumer delight

Can you figure out what makes your customers so happy that they become your unpaid evangelists? Google offered 1GB of storage. Facebook found you your long-lost friends. Each of these services worked to offer insane consumer delight.

### 8 Just one person is all it takes

Everyone finds it fashionable and so very American to talk of teams. But the world's great businesses, and certainly India's, were all mostly started and driven by one person.

# STRIKE OUT

## 20 THINGS VENTURE CAPITALIST MAHESH MURTHY HAS TO SAY TO ASPIRING ENTREPRENEURS



### 14 Be People Department Head

That's you. Your most important role in business is as head of the HR function. You need to inspire people to join you at lower salaries than the market, and to work harder than they've before. This requires powers of persuasion and personal, believable commitment.

### 15 Survive, then thrive

The American way has been to go all-out, lose money for a long time and keep raising funds to cover your losses. Funding is unpredictable in India. So if you're left with no money at the end of a cycle, and no funding, you lose your entire business. It's better to take your first money and work to break even.

### 16 Three sixty five by three sixty

Time was when a firm had to put in place an 'integrated 360 degree' plan to reach its customers. Today, that's not enough. Your ability to be on, 365 days a year and 24 hours a day is what determines your customer connect.

### 17 Keep an unfazed face

People often judge the health of a start-up by reading the faces of promoters. Long face? Business must be going down. No matter that you were only thinking of your child's homework. So remember to put on a happy face the moment you hit office.

### 18 Do you need venture capital?

In most cases, you don't. But at an early stage, what makes the difference isn't the money or valuation — it's expertise and advice that the investor can bring you. Meet many of them. Figure out who can best help your business. Then go with them, even if others offer a better deal.

### 19 X-factor and youth don't count

The first doesn't exist. I've heard people say they don't have it in them to be entrepreneurs. My first attempt at business was at 18, and I failed. I worked as an employee for long. I'm 48 now, and in the midst of my newest, most exciting startup.

### 12 Now's the time

You can't time the market. And you can't time entrepreneurship. If you have a world-changing idea and the drive to make it real, now is the time to break your salary and job handcuffs. Not next year. Not when the market is back up.

### 10 Life's best lived

Let me tell you right off, it won't be a bed of roses. The pursuit of your dream will often break your bank balance, relationships and perhaps family ties. But in the end, it will always be a life that's been worth living.

### 11 Market, don't advertise

The 40 newest brands in Interbrand's World's 100 Most Valuable Brands spend very little on advertising. You market by building great experiences.

### 13 Organisation, not own self

Too often, I've seen entrepreneurs work late nights and Sundays because "they can't trust anyone to delegate things to, and no one else can get it right". One big reason for entrepreneurship is to live a life less shackled — so why chain your business to you? Hire and delegate.

### 20 Put customers first

Do what excites them, makes them happy, and put their instincts before yours.

— As told to Aruna Rathod